- NAB attendees urged to seize initiatives
- Broadcast study notes viewer enthusiasm down
- Major league baseball explores cable network
- Group W's "Wonderful" new ad campaign

CableVision

The news and features weekly of the cable television industry April 25, 1983 $3.00

C8420-2 5/5/83

DISNEY'S DREAM COMES TRUE

PLUS A lobbyist's life

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CableVision April 25, 1983. Volume 8, Number 33

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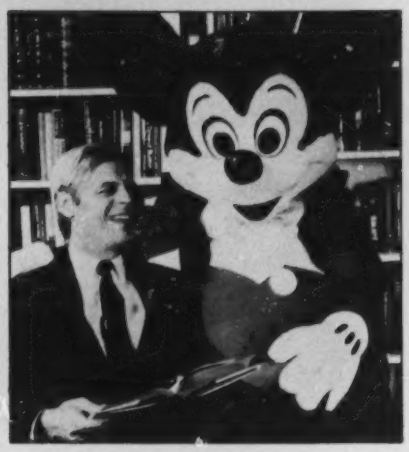

Disney's dream comes true

The Disney Channel will begin its 16-hours-a-day programming service April 18 with a set of statistics that most other program neophytes would envy. Four hundred systems representing 5 million basic cable subscribers already are affiliated with the channel. **Page 21.**

NAB convention coverage

In an era of deregulation, broadcasters talk about seizing new opportunities. **Leading the week, pages 14-18.**

Baseball talk

Major League Baseball talks about forming a cable network, reportedly in conjunction with NBC and ABC; but any firm plans appear to be some years off. **Leading the week, pages 14-18.**

Theft crackdown

As part of an ongoing campaign against theft of cable services, three Storer Cable Communications systems in Flordia recently filed lawsuits against alleged sellers of unauthorized equipment. **Leading the week, pages 14-18.**

Senate TV debate

Senate Rules Committee hearings on a proposal to provide television and radio coverage of Senate floor proceedings once again brought out longtime proponents and opponents. **Leading the week, pages 14-18.**

New York, New York

New York state cable television agencies convene to discuss regulatory issues. **Leading the week, pages 14-18.**

Going public

Cable industry observers react to the Tribune Co.'s move to "go public." **Leading the week, pages 14-18.**

Ready to make a move

While The Entertainment Channel decides its fate, one supplier of programming to the now defunct pay service is making contingency plans of its own for *Animal Express* and *Just For Fun.* **Page 37.**

Must-carry momentum

Legislators on hand for last week's NAB convention seemed more determined than ever to achieve passage of must-carry, copyright and other television-related legislation as quickly as possible. **Page 69.**

High tech and high touch

The NAB last week released a major study showing a significant drop in audience enthusiasm for broadcast television programming that has little to do with the impact of cable and other video technologies. **Page 72.**

ATC disputes challenge

In a refranchising battle being watched closely by the industry, incumbent ATC is questioning challenger Future Cable Communications' level of experience. **Page 74.**

The miracle of Multnomah

Officials in Multnomah County, Ore., award franchise to Rogers Cablesystems, giving the MSO a regional cluster of 200,000 homes passed. **Page 74.**

All about nameonics

Group W's ad agency Jordan, Case & McGrath reveals the novel technique behind a new ad campaign. **Page 83.**

About the cover

April 18 marked the day The Disney Channel arrived on cable. On hand for the debut were some 25,000 advanced subscribers and 5 million potential homes—a propitious beginning for the latest entry in the pay cable network sweepstakes. For story see "Programming," page 21.

This week in PLUS

State cable associations and their lobbyists are making themselves seen and heard in the state houses these days. They're not there to arm-twist, but to make the industry's needs known. Just letting legislators know how a theft of service or a rate regulation bill will affect cable makes a difference. . . The life of a resort system manager is not all surfing and skiing. It's dealing with outages caused by construction crews, it's finding pedestals buried under 7 feet of snow, it's repairing cable downed by hurricanes, and it's marketing a tough audience. But, of course, there is some surfing and skiing too, so the managers don't really seem to mind. Pages 45-68.

National cable advertising

This chart lists national advertising sales by the basic cable networks during March 1983.

ARTS
American Egg Board (R)
American Motors (R)
AT&T (R)
Citizen Watch (N)
Coca Cola (Taylor Wines) (R)
Eastman Kodak (R)
Exxon (R)
Ford (R)
General Motors (R)
Greek National Tourist Organization (R)
Gulf Oil (R)
H.J. Heinz (R)
Mobil Oil (R)
Piper-Heidsieck Champagne (R)
Polaroid (R)
Prudential-Bache (R)
Universal Pictures (N)
*University of Texas Press (N)
Warner Communications (Atari) (R)
Yves St. Laurent (R)

BET
American Home Products (R)
Anheuser-Busch (R)
Campbell Soup (R)
Carson Products (R)
Coast Guard (R)
Coca Cola (R)
Eastman Kodak (R)
Ford (R)
General Mills (R)
HBO (R)
Kraft (R)
Mobil (R)
Pepsico (R)
Pillsbury (R)
Sears (R)
Time/Life (R)
U.S. Army (R)
Westinghouse (R)
Wrigley (R)

C-SPAN 1
American Postal Workers Union (R)
Merrill Lynch (R)
W.R. Grace (R)

CBN Cable Network
Abu/Garcia Co. (R)
Beard-Poulan (N)
Bendix (Fram) (N)
Carter-Wallace (R)
Dacus Inc. (R)
Eastman Kodak (R)
Harlequin Enterprises (N)
Hunt-Wesson (R)
Lehn & Fink Products (R)
Rubbermaid (N)

Cable Health Network
Allied Corp. (R)
American Cyanamid (R)
American Home Products (R)
Block Drug (R)
Chrysler Corp. (R)
Coca Cola (Taylor Wines) (N)
Florida Citrus Commission (R)
G.D. Searle (R)
General Foods (R)
General Motors (R)
J.C. Penney (R)
K-Tel (N)
Lever Brothers (R)
Libby (N)
Menley & James (N)
Miles Labs (R)
Pfizer (R)
Procter & Gamble (R)
Sears (R)
Weight Watchers (R)
W.F. Young (N)

Cable News Network
AMC (R)
American Home Products (R)
Banfi Products (Reunite) (R)
Bike (R)
Buff Puff (R)
Carnation (R)
Clorox (R)
Colgate-Palmolive (R)
Ford (R)
Goodyear (R)
Jeffrey Martin (R)
Magic Chef (R)
Morton Norwich (R)
Nestle (R)
Ralston Purina (R)
Sears Roebuck & Co. (R)
Schlieffelin (Blue Nun) (R)
Stanley Tools (R)
Sterns (N)
Union Carbide (R)
U.S. Postal Service (R)
Wrigley's (R)

Daytime
Allied Corp. (R)
American Home Products (R)
American Thread Co. (R)
Bandai America (R)
Boehringer/Ingilheim (R)
Brown Shoe (N)
C.M. Offray & Son (N)
Campbell Soup (R)
Del Monte (N)
DMC (R)
Dow Chemical (R)
General Foods (R)
General Mills (R)
General Motors (R)
H.J. Heinz (R)
J.C. Penney (R)
Kikkoman (R)
Kraft (R)
Leggs (N)
Manufacturers Hanover Trust (R)
Mobil Oil (R)
North American Phillips (N)
Nylint (N)
Pocket Books (N)
Procter & Gamble (R)
Quaker Oats (N)
Ralston Purina (R)
Revlon (N)
Scott Paper (R)
Sears Roebuck (R)
Simplicity Patterns (R)
Singer (R)
TWA (N)
Warner Lambert (R)
Weight Watchers (R)
Whitehall Labs (N)

Dow Jones Cable News
Hilton Hotels (R)
Tucker Anthony (R)

ESPN
American Cyanamid (R)
AMF (R)
Apple Computers (R)
Armor All (N)
Arnold Industries (R)
*Atlantic Monthly (N)
Bendix (Fram) (N)
Berkshire Enterprises (R)
Block Drug (R)
Bristol Myers (R)
Burlington (N)
*Cannon Films (N)
Caravaft Communications (R)
Chrysler (R)
Coleco (N)
Combe Chemicals (R)
Dow Jones (R)
Dunlop (R)
Eastman Kodak (R)
The Gap (R)
*Garcia (Rods & Reels((N)
General Motors (R)
Gillette (R)
International Spike (N)
*J.K. Sports Journal (N)
Kelly Springfield (N)
Kroy Industries (R)
Manhattan Industries (R)
*Manville Corp. (N)
Meguiar's (N)
Members Only (N)
Mennen (R)
Mercedes (R)
Mitzubishi (R)
*National Law Firm of Mass. (N)
NLC (R)
Nissan (R)
Noreico (R)
Olivetti (R)
Orion Pictures (N)
Pharmakraft (R)
Pony Shoes (R)
Prince (R)
Schrade (R)
Sears (R)
Soloflex (R)
Sport Magazine (R)
Suzuki (N)
*Trustworthy Hardware (N)
Union Carbide (R)
U.S. Postal Service (R)
Volvo (R)
Wagner Spray (R)
Weber Grills (N)
Weed Eater (R)

Financial News Network
American Express (R)
Andrew Peck (R)
Artmark Sculptures (R)
Blanchard Communications (R)
Capital Preservation Fund (R)
Cardiff Publishing (R)
Charles Schwab and Co. (R)
Colonial Penn Insurance (R)
Commodities (R)
Dow Jones (R)
Economy Research Ltd. (R)
Falcon Securities (R)
Fidelity Brokerage (R)
Fisher Stereo (R)
Forbes (R)
Franklin Mint (R)
*FXC (N)
General Motors (R)
Great Western International (R)
INC Magazine (R)
Inter/Car Leasing (R)
International Trading Group (R)
John Nuveen (R)
Keystone Mines (R)
Kiplinger (R)
Kroy (R)
Las Vegas Dunes Hotel (R)
Lind-Waldock Commodities (R)
Lowes Hotel (R)
McGraw Hill (R)
MCI (N)
Merrill Lynch (R)
Monex (R)
National Geographic (R)
Newsweek (R)
OTC Review (R)
Paulson Investment (R)
Philadelphia Stock Exchange (R)
Prudential-Bache (R)
Quick & Reilly (R)
Remote Computing Group (R)
Research Magazine (R)
Russo Securities (R)
Research Magazine (R)
Savings and Loan Association (R)
Standard and Poors (R)
Stock Market Cycles (R)
Tandy Corp. (R)
Technology Illustrated (R)
Telmark Inc. (R)
Tri Fund (R)
United Business Services (R)
Value Line (R)
Wellington Financial (R)
West Coast Metals (R)
William O'Neil (R)

MSN
Action (R)
Aero-Mayflower Transit Co. (R)
Alaska Seafood (R)
American Archery Council (R)
American Association of Orthodontists (R)
American College of Surgeons (R)
American Dental Association (R)
American Iron & Steel Association (R)
American Petroleum Institute (R)
American Veterinarian Association (R)
Anheuser-Busch (R)
Archway Cookies (R)
Architectural Aluminum (R)
Australian Embassy (R)
Australian Transit Commission (R)
Bear Archery (R)
Beatrice Foods (R)
British Post Office (R)
Burlington Northern (R)
Campbell Soup (R)
Chrysler (R)
Ciba Pharmaceuticals (R)
Collagen Corp. (R)
Connecticut Department of Commerce (R)
Cruise Lines International (R)
Danish Agricultural Council (R)
Disabled American Veterans (N)
Eckankar (R)
Edison Electric (R)
General Foods (R)
General Motors (R)
Hartford Insurance (R)
Hershey Foods (R)
Hot Springs Chamber of Commerce (R)
Industrial Fabrics (R)
Insurance Information Institute (R)
Jet Propulsion Lab (R)
Kelly Services (R)
Killington Ski Areas (R)
Luray Caverns (R)
MCP Foods (R)
Mercedes Benz of North America (R)
Nabisco (N)
National Agriculture Chemical Association (R)
Operation Cork (R)
PAAS (N)
Reynolds Aluminum (R)
Salt Institute (R)
Salvation Army (R)
San Jose Convention & Visitors Bureau (N)
Scandinavian State Railways (R)
Schering-Plough Corp. (N)
Sealy (R)
Sears (R)
Soap & Detergent Association (R)
Society of Plastics Engineers (R)
State of North Carolina (R)
Tourist Office of St. Moritz (R)
Tupperware (R)
United Airlines (R)
United Parcel Service (R)
U.S. Barax (R)
Virgin Islands of the U.S. (R)
Wisconsin Dells (R)
Women's International Bowling Association (R)
World Book/Childcraft (N)
W.R. Grace & Co. (R)

The Nashville Network
Chrysler (R)
Crain Communications (R)
Ford (R)
General Motors (R)
*Global Life & Accident Insurance (N)
*Gusto Records (N)
Kraft (R)
Martha White (R)
National Life & Accident Insurance (R)
Playboy (R)
R.J. Reynolds (R)
Sears (R)
Stroh (R)
Time Inc. (R)
TV Guide (N)
U.S. General Supply (R)
Vitamix (R)

National Jewish Television
Coleco (N)
Crazy Eddie (R)
El Al (R)
EMGO (R)
Goody Products (R)
Israel Coins and Metals (R)
Sheraton (R)

SIN
Bendix (Fram) (N)
Ford (R)
Goodyear (R)
Hall's (R)
McDonald's (R)
Warner Lambert (R)

SNC
Ace Hardware (R)
American Home Products (R)
American Motors (R)
Crain Communications (N)
Dow Jones (R)
Ford (R)
General Motors (R)
Georgia Pacific (R)
Jeffrey Martin (R)
Mansville Corp. (N)
Pfizer (R)
Phillips Petroleum (R)
Radio Shack (R)
Ralston Purina (R)
Time/Life (R)
Union Carbide (R)
Union Fidelity Insurance (N)
Weber Grills (N)

SPN
Allied Corp. (R)
American Photographer (R)
Best Western Hotels (R)
Bristol Myers (N)
Celanese Fabrics (R)
Eastern Airlines (R)
Fritz & LaRue Oriental Rugs (R)
General Motors (R)
Gerber (N)

Cable stats

Grolsch Beer (N)
Heineken (N)
*KIM Airlines (N)
*Kahima Corp. (N)
Kikkoman (R)
Lee's Carpet (R)
Newsweek (R)
Nine Lives Cat Food (R)
*Nippon Denson (N)
Norsk Hydro (R)
Norwegin-American Cruises (R)
Norwegin Salmon & Trout (R)
Paul Hansen (R)
Penn House Furniture (R)
*Sagawa Express (N)
Savings and Loan Association (R)
Serol Hair (R)
Sheraton (R)
TV Guide (R)

TeleFrance
Air France (R)
American Fur (R)
Book of the Month Club (R)
Chanel (R)
French Food and Wines (R)
Galeries Lafayette (R)
Yves St. Laurent (R)

USA Network
Allied Corp. (R)
American Home Products (R)
Anheuser-Busch (R)
Armour-Dial (R)
*Arnold Industries (N)
Castle & Cook Foods (R)
Clorox (R)
Colgate-Palmolive (R)
Cooper (Hockey Equipment) (R)
Duracell (R)
Eastman Kodak (R)
Ford (R)
The Gap (R)
General Foods (R)
General Mills (R)
General Motors (R)
Goodyear (N)
Hanes (R)
Holiday Inns (R)
K-Tel (R)
Kellogg's (R)
Kimberly-Clark (R)
Lever Brothers (N)
Levi Strauss (R)
Mattel (R)
McDonald's (N)
Minolta (R)
Mobil (R)
Nestle (R)
Norelco (R)
Noxell (R)
Orion Pictures (N)
Owens-Corning (R)
Paramount Pictures (N)
Philip Morris (Miller) (R)
Phillips Petroleum (R)
Playtex (R)
Richardson-Vicks (R)
Schieffelin & Co. (R)
Scott Paper Co. (R)
Stride Rite (R)
Thompson Medical (N)
Toyota (R)
Travelers (R)
Union Carbide (R)
Universal Pictures (N)
US Army (R)
Volkswagen (R)
Warner Communications (R)
Warner Lambert (R)
Wrigley's (R)

The Weather Channel
Ace Hardware (R)
AMC (R)
Duracell (R)
Eastman Kodak (R)
General Motors (R)
*Land's End (N)
Prudential-Bache (R)
United Airlines (R)

WTBS
Buena Vista Distribution (R)
Carter Wallace (R)
Clorox (R)
General Mills (R)
Hanes (R)
Hershey Foods (R)
Honda (R)
Jeffrey Martin (R)
Kusan (R)
LJN (R)
National Inquirer (R)
Noxell (R)
Ocean Spray (R)
Philip Morris (R)
Procter & Gamble (R)
Sears (R)
Snapper (N)
Squibb (R)
Swift & Co. (R)
Thompson Medical (R)
Tonka Corp. (R)
Urban General (R)
World Communications (R)
Zenith (R)

' first time in Cable stats.
* New to network advertising.
R denotes renewal client.
N denotes new client.

Cable services subscriber counts

Satellite-fed basic services	Affiliates*	Subscribers*	% change in subs from 2/28	
ACSN: The Learning Channel	365	2,887,910	+2.9	
Alpha Repertory Television Service (ARTS)	1,625	9,500,000	+18.7	
Black Entertainment Television (BET)	150	3,500,000	+13.9	
Cable Health Network (CHN)	957	9,650,000	+19.1	
Cable News Network (CNN)	3,287	19,159,000	+4.5	
CNN Headline News	432	3,300,000	+19.5	
C-SPAN America's Network	1,000	13,000,000	NC	(1/83)
CBN Cable Network	3,751	20,455,000	+3.5	
Country Music Network	NA	NA	NA	
Daytime	671	9,200,000	+8.2	
Dow Jones Cable News	102	1,100,000	+12.8	
Electronic Program Guide (EPG)	75	1,109,464	NA	(12/82)
Entertainment and Sports Programming Network (ESPN)	5,601	21,770,677	+2.8	
Eternal Word Television Network (EWTN)	67	1,110,000	NC	
Financial News Network(FNN)	758	7,704,527	NA	(1/83)
Modern Satellite Network (MSN)[1]	451	7,723,660	+8.2	
Music Television (MTV)	1,500	12,000,000	+20.0	
The Nashville Network (TNN)	650	7,500,000	+7.1	
National Christian Network	84	1,325,000	NA	(2/83)
National Jewish Television (NJT)	114	2,446,735	NA	(2/83)
Nickelodeon	2,450	11,400,000	+8.5	
PTL Satellite Network	725	7,500,000	NC	
Reuters News View	375	3,500,000	NA	(8/82)
Satellite News Channel I (SNC I)	557	5,700,000	-1.7	
Satellite Program Network (SPN)	374	5,543,124	+2.6	
SIN Television Network[1]	199	25,531,400	NA	(2/83)
Trinity Broadcasting Network	245	2,874,000	NA	(2/83)
UPI NewsCable	485	NA	NA	
USA Network	3,400	17,000,000	+13.3	
The Weather Channel (TWC)	840	8,300,000	+16.4	
WGN	3,976	11,084,783	NA	(2/83)
WOR	755	4,617,329	+1.1	
WTBS	5,129	25,823,000	+3.3	
Satellite-fed basic audio services				
Lifestyle	105	1,000,000	NA	(10/82)
Moody Bible Institute	21	308,885	NC	
Satellite Radio Network	40	NA	NA	(1/83)
SCAN	6	100,000	NA	(2/83)
Sunshine Entertainment Network	NA	NA	NA	
WFMT	168	912,997	NA	(12/82)
Satellite-fed pay services				
Bravo	61	97,913	+2.3	
Cinemax[2]	1,600	2,000,000	NA	(2/83)
EROS	22	200,000	NA	(2/83)
GalaVision	160	125,000	NA	(1/83)
Home Box Office (HBO)[2]	4,500	11,500,000	NA	(2/83)
Home Theater Network Plus (HTN)	325	170,000	NA	(1/83)
The Movie Channel (TMC)	2,350	2,350,000	+2.1	
The Playboy Channel	277	391,856	+4.5	
Showtime	2,000	4,000,000	NC	
Spotlight	223	750,000	+2.0	

Regional entertainment services	Affiliates*	Subscribers*	% change in subs from 12/31	
Atlanta Interfaith	5	119,700	+0.1	
Atlantis Entertainment Network	3	7,200	NA	(1/83)
Bay Area Religious Channel	34	200,000	NC	
Buffalo Sabres Hockey	9	325,000	NC	
Festival - The Texas Cable Network	1	110,000	NA	
Home Sports Network - Dallas	NA	NA	NA	
Home Sports Network - Houston	NA	NA	NA	
Home Sports Network - Pittsburgh	NA	NA	NA	
Life Newsvision (Chicago Suburbs)	3	10,000	NC	
Madison Square Garden Network	49	1,400,000	NC	
Off Track Betting (OTB) (Upstate New York)	13	NA	NA	
PRISM-Philadelphia	84	335,300	+1.2	
Sonics Superchannel	10	23,500	NA	(1/83)
SportsChannel-New England	28	20,000	NA	(2/83)
SportsChannel-New York	30	271,759	+1.4	(2/83)
Sports Vision[3]	12	7,000	NC	
Video Music Channel	4	100,000	NA	(2/83)
Z-Channel	8	92,000	NA	(2/83)

Announced regional services	Expected launch
Michigan Regional Sports	3rd quarter 1983
Pro-Am Sports (Detroit)	T.B.A.
Season Ticket	T.B.A.
Super Sports Network	T.B.A.
Tele Scripps (Pittsburgh)	T.B.A.
Wisconsin All-Sports Network	9/83

Announced satellite-fed services	Expected launch
Almi Group Network	T.B.A.
The Aloha Network (Lewmark Productions)	T.B.A.
American Christian Television Systems (ACTS)	3/84
Apollo Entertainment Television	4th quarter 1984
Bluemax	T.B.A.
The BuenaVision Channel	3rd quarter 1983
Cable Jazz Network	2nd quarter 1983
The Channel Black	3rd quarter 1983
Christian Media Network	Relaunch T.B.A.
Comedy Entertainment Network (CENTS)	9/83
The Community Channel	2nd quarter 1983
The Disney Channel	4/18/83
Episcopal TV Network	T.B.A.
Good Evening Movie Service (GEMS)	launch T.B.A.
Group W Cable Sports Network	T.B.A.
Home Music Store	1984
Kidvid Network	5/83
Rock 24 (Lewmark Productions Music)	T.B.A.
Magicable	3rd quarter 1983
National Jazz Network	launch 6/83
The Nostalgia Network (Lewmark Productions)	T.B.A.
PBS Cable	T.B.A.
Penthouse Television Network (PET)	T.B.A.
Reserved Seat Video Productions (RSVP)	5.10/83
Satellite News Channel II	4th quarter 1984
The Silent Network	2nd quarter 1983
The Silent Network/National Captioning Institute Text Service	T.B.A.
Sitcom Channel (Channeltainment)	1st quarter 1985
SPN/Classic Movie Network	2nd quarter 1984
SPN/How-to Network	2nd quarter 1984
SPN/Financial-Religious Network	2nd quarter 1984
SPN/International Network	2nd quarter 1984
Spanish Universal Network	4th quarter 1983
Sunshine Cable (audio)	2nd quarter 1983
UTV Cable Network	2nd quarter 1983
Video Concert Hall	T.B.A.
Window	T.B.A.
The Work Channel (Lewmark Productions)	T.B.A.

* All subscriber and affiliate counts are as of 3/31/83 unless otherwise indicated.
NA indicates not available.
NC indicates no change.
1. Total SIN reach. Total Spanish-speaking households: 3,075,900.
2. Figures are company approximations.
3. Cable subscribers only; total homes receiving signal: 30,000.
4. Indicates newly launched service.